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STATE DOCUMENTS

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ANNUAL REPORT

OF THE

MONTANA HISTORICAL SOCIETY

TO THE

GOVERNOR OF MONTANA

HONORABLE THOMAS L. JUDGE

FOR THE

FISCAL YEAR ENDED

June 30, 1973

MONTANA STATE LIBRARY  
930 East Lyndale Avenue  
Helena, Montana 59601

RECEIVED  
OCT 16 1973

DIRECTOR OF BUDGET





MONTANA HISTORICAL SOCIETY  
*Founded 1865*

225 N. ROBERTS

PHONE (406) 449-2694

HELENA, MONTANA 59601

October 12, 1973

The Honorable Thomas L. Judge  
Governor  
State of Montana  
Helena, Montana

Dear Governor Judge:

In accordance with requirements of Section 82-4402, R.C.M., 1947, we herewith transmit to you the report of the Montana Historical Society, Department of Education, for the fiscal year ended June 30, 1973.

We respectfully call your attention to the major accomplishments of the Society as listed on Page 5 of the report.

Sincerely,

*Sam Gilluly*  
Sam Gilluly  
Director

SG/dlb



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PRINCIPAL OFFICES AND OFFICERS

BOARD OF TRUSTEES

MONTANA HISTORICAL SOCIETY

OFFICERS

TERM OF OFFICE	HOME ADDRESS
Wilbur P. Werner, President 7-1-69 to 7-1-74	P.O. Box 1244, Cut Bank
Henry S. Ruegamer, Vice President 7-1-70 to 7-1-75	Drawer Q, Hardin
Mrs. Louis Hagener, Secretary 7-1-70 to 7-1-75	612 - 17th Street, Havre
Manson Bailey, Jr. 7-1-73 -	P.O. Box 743, Glasgow
Mrs. Charles A. Bovey 7-1-72 to 7-1-77	P.O. Box 1653, Great Falls
Dr. Merrill G. Burlingame 7-1-71 to 7-1-76	1419 S. Willson, Bozeman
Newell Gough, Jr. 7-1-73 -	P.O. Box 1686, Helena
Mrs. A. C. MacDonald 7-1-69 to 7-1-74	1500 River Avenue, Glendive
E. E. MacGilvera 7-1-73 -	305 Silver Bow Block, Butte
Doris Marsolais Marshall 7-1-71 to 7-1-76	931 Knight Street, Helena
Joe Medicine Crow 7-1-72 to 7-1-77	P.O. Box 374, Crow Agency
Joseph E. Reber 7-1-73 -	P.O. Box 778, Helena
Mel Ruder 7-1-72 to 7-1-77	P.O. Box 189, Columbia Falls
Branson G. Stevenson 7-1-69 to 7-1-74	715 Fourth Avenue North, Great Falls
James H. Vanderbeck 7-1-70 to 7-1-75	P.O. Box 235, Virginia City



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PRINCIPAL OFFICES AND OFFICERS

(continued)

PRINCIPAL ADMINISTRATIVE OFFICERS

Sam Gilluly, Director

Harriett C. Meloy, Librarian

Kenneth Gibson, Acting Curator

Vivian Paladin, Editor (Chief, Publications)

Dorothea Neath, Merchandise Manager

Harold G. Stearns, Bicentennial Commission

PRINCIPAL OFFICE

Veterans and Pioneers Memorial Building, Helena, Montana



#### LEGAL REFERENCES

Statutory authority for operations of the Montana Historical Society is provided by Section 44-523, R.C.M., 1947.

The 1969 Legislative Session, in Section 82-3208, R.C.M., 1947, designated the Montana Historical Society as the State Archives, also provided for appointment of a State Archivist by the Society Director.

Section 82A-503, 504, 505, R.C.M., 1947, Executive Reorganization Act of 1971, transferred the Montana Historical Society to the Department of Education, continued the position of Director and his functions, and transferred the functions of the Montana Historical Society and of the Board of Trustees to the Director.



## PRINCIPAL GOALS

The Montana Historical Society's goals are well defined in its statutory authority. In general they are to collect, preserve and interpret historical information and objects.



#### MAJOR ACCOMPLISHMENTS

1. Launched first major art show and sale, Annual Rendezvous of Western Art.
2. Began reorganization of collection of about 30,000 photographs.
3. Major gifts--among numerous archival acquisitions--were Records of the Constitutional Convention and papers of U. S. Senator Lee Metcalf.
4. Microfilming of all Montana weekly newspapers was completed.
5. A statewide "search" for Montana historical records and photographs included talks before 60 organizations and the addition of about 1,000 photographs.
6. The Society entered a major contract with the Seattle District, Corps of Engineers, for preliminary work of research and planning for interpretive displays at Libby Dam visitor center.
7. Major museum project was completion by staff of new art storage racks (without cost to the State).
8. MONTANA, The Magazine of Western History, continues as the most widely read journal of its kind.
9. Volume of Society's merchandising was increased by more than 20 percent.
10. Inaugurated sale of Russell silver plates on national scale.
11. Montana's part in the Bicentennial program was launched under sponsorship of the Society.



## PROGRAM DESCRIPTIONS

### PROGRAM -- ADMINISTRATION -- 01

#### GOALS

The goals of the Administration Program are to provide general supervision of all programs of the Society; to provide liaison with the legislature and other state agencies; to carry out policies established by the Board of Trustees and to maintain liaison between the Board and staff; to direct public relations on a personal and news media basis.

#### OBJECTIVES

Maintain budget control.

Provide personnel management and selection.

Direct or originate public relations.

Assist in merchandising.

Maintenance of correspondence files and records.

Seek acquisitions and sponsors for exhibits.

Work with Board of Trustees in development and implementation of policies.

Encourage and assist creative and service programs from budgetary standpoint.

#### ACHIEVEMENTS

Much of the Society's work is of a promotional nature, aimed at stimulating interest, attendance, and support. This is a primary responsibility of the director and is carried on by direct, personal contacts through the medium of press releases, speeches, radio, and TV interviews.

Administration assumes the responsibility for rare bronze promotions and sales.

Obtained additional financial support for new lumber exhibit in formal museum.

Active in acquisition of new art and library materials.

Coordinated plans for second major art show and sale "RENDEZVOUS OF WESTERN ART."



## PROGRAM DESCRIPTIONS

### PROGRAM -- LIBRARY -- 02

#### GOALS

To collect and preserve all records relating to the history of Montana. These include personal diaries, journals, correspondence, business papers, journals, day books, photographs, and records from all units of government (state, county, city, and school district).

#### OBJECTIVES

To design program and policy which will enhance interest and study of Montana history, and to provide resources and services for all researchers who visit the library. Researchers include casual tourists requesting information about places and people, genealogists, students (all categories from Young Historian to writers of doctoral dissertations), travel writers, authors and publishers (national and international), non-Montana scholars writing on Montana subjects, officials from other state agencies (especially the legislature).

#### ACHIEVEMENTS

Picture collection reorganization in its first phase is now a reality as evidenced by the five to six hundred index cards now available for researchers. Besides organizing the permanent collection, the picture archivist adds new acquisitions daily. As an example, we have just reproduced an extraordinary collection of oil discovery subjects dating back to 1920.

Two noteworthy archives acquisitions during the past year are the records of the 1972 Montana Constitutional Convention, and the official papers of U. S. Senator Lee Metcalf. Senator Metcalf's papers were processed and boxed by his Washington, D. C. office. They are available to the public only by application to the Senator's office.

Although a preliminary inventory of the Constitutional Convention records has been compiled, there will be required many months of processing time before the papers are definitively organized.

The library's complete holdings of weekly Montana newspapers have been microfilmed. When the film is received and stored, the final roll count will number about 8,000. Microfilm used by researchers at the rate of 10 to 20 rolls per day indicates the handling that brittle newsprint pages would undergo if microfilm were not available.

Dr. Jeff Safford interviewed ten to fifteen cattle and range men on tape and presented the tapes and transcriptions to the library as a continuing effort under the Teakle Collection oral history project. Among those interviewed was the late Congressman Wesley D'Ewart.

Jeff Cunniff concluded his work as field man for the Young Historian's program, and the Montana Historical Society picture collection. He had visited and spoken to at least sixty organizations in the state and enriched the picture collection in the amount of 1,000 new items.



ACHIEVEMENTS (Continued)

A meeting of the Council to Preserve Montana History was held in Missoula in October where serious consideration was given to several unique possibilities of sharing Montana history resources. Tentative plans were made for a state history conference in Helena in the spring of 1974.



## PROGRAM DESCRIPTIONS

### PROGRAM -- MUSEUMS AND GALLERIES -- 03

#### GOALS

. To provide interpretations of Montana history through displays and dioramas; to acquire and display Western art and contemporary creations; to provide systematic cataloging and care of both historical artifacts and all art; to give technical assistance to smaller museums and historical societies.

#### OBJECTIVES

. To renovate and update museum exhibits as funding is available. Includes completion of Indian-Fur Trade Room and a new treatment of present exhibits in the area of Transportation. Expanding our mining exhibits to include surface mining; installation of new section delineating history of Montana logging and lumbering in compliance with legislative resolution and with financing by the industry in Montana.

. Improve and enhance art gallery exhibitions with as wide a variety as possible with respect to style and media.

. Program to utilize Society's art collection, with segments of Society's collection to be made available to qualifying groups and agencies throughout Montana. Continue an educational program of taking certain objects from the Society's collection into classrooms throughout the State.

. Continue creation of special historical exhibits for "traveling". Both museum and library materials are used. Goal is further communication with outlying Montana communities.

#### ACHIEVEMENTS

"Docent" or guide program continues with group of about 35 serving as volunteers. Twice daily tours are conducted during the summer, and tours are made by appointment throughout the year with numerous adult and school groups.

Society entered into a contract with Seattle District, Corps of Engineers, for doing historic research and planning for exhibits at visitor center at Libby Dam in Northwestern Montana. Further contracts are anticipated. On all of these the Society receives reimbursement for services by negotiated contract.

Utilizing funds from a legacy, the museum staff completely installed art storage racks for a major portion of the Society's collection.

Progress continues on museum renovation and maintenance. Changes in exhibits, updating audio tapes, labeling and diorama work provide a "new" look for many areas.

Inaugurated annual Rendezvous of Western Art, bringing exhibits by fifteen leading contemporary artists.



## PROGRAM DESCRIPTIONS

### PROGRAM -- MAGAZINE (PUBLICATIONS) -- 04

#### GOALS

To provide a quarterly historical journal of high quality, devoted to the history of the American West, particularly Montana; publication of The Historical Society's official newsletter, THE MONTANA POST, issued quarterly; to develop, on behalf of the museum and merchandising departments, all brochures, art catalogs, promotional literature, monographs, and other published items.

#### OBJECTIVES

MONTANA, The Magazine of Western History intends to strike a mean between scholarly and popular publications and continues to be a leader in its field in terms of subject matter, layout, art, color printing and general editorial excellence.

Both the Magazine and THE MONTANA POST are designed to act as "ambassadors" of the Society to our unseen audience in interpreting its work and goals to Montanans and thousands of readers outside Montana and in many foreign countries. Because readership involves membership in The Montana Historical Society, and a card is issued to that effect to all new subscribers, this Society has more active members than any state historical society in the country, and hopes to generate more.

#### ACHIEVEMENTS

MONTANA, The Magazine of Western History, now with a printing of 15,000, was started in 1951 with small format and little or no illustration, and is today considered the most widely read journal of its kind published by any historical agency in this country.

Both the Magazine and THE POST, (which goes to all magazine subscribers), are important in various offerings for sale by the Society, since the mailing list they generate is used in promotion.

Since 1970, the editor has done the lay-out and design work for THE MONTANA HISTORIAN, publication of Montana's Junior Historian program, issued three times each school year in association with the University of Montana. Funds for launching the journal came from The Hill Foundation. In October, 1973, Director Sam Gilluly sought and received funds from The Grotto Foundation for its continuance through the 1973-1974 academic year.



## PROGRAM DESCRIPTIONS

### PROGRAM -- MERCHANDISE -- 05

#### GOALS

The goals are continued aggressive marketing to support its own program, provide financial support to the museum program, and partially support the financial program of MONTANA, The Magazine of Western History.

#### OBJECTIVES

. To improve and accelerate the present sales program in the Society's sales area and to increase direct mail sales.

. To continue training of all sales personnel whose members may be either permanent or temporary.

. To provide adequate and acceptable inventory control.

. To stimulate interest in Western Americana through improved public relations with all visitors to the Society building and customers of the Society.

#### ACHIEVEMENTS

The merchandise program has again shown a substantial increase in business during the year. Sales are primarily of books, rare or limited editions of bronzes, art prints, consigned or purchased art, and miscellaneous items of many kinds.

The wholesale division increased through a special program of selling oil on canvas prints through the Colorado Medical Journal. Sole distribution of "Black Moccasin" and the limited edition of "Boyhood Sketches of Charles M. Russell" have assisted in increasing revenue in the book section.

"The Second Annual Rendezvous of Western Art" show again drew many guests not only from Montana but also from other states and Canada. The sale of original art was most successful.

The merchandise department created, assembled, and mailed more than 50,000 promotional brochures to selected customers throughout the United States and Canada.

In cooperation with Reed and Barton, Silversmiths, the second edition of a Russell silver plate, "The Outpost," was offered to our clientele. The response has again been most profitable to the Society.

In order to create more interest in the Society as well as increase our income, more art shows and sales were held this past year. Through careful selection of artists who do outstanding work, the Society has added to its reputation of presenting only the best of Western contemporary artists.



## PROGRAM DESCRIPTIONS

### PROGRAM -- BICENTENNIAL COMMISSION -- 06

#### GOALS

The Montana Bicentennial Commission is charged with the responsibility of informing the people of the state the many possibilities afforded through the matching funds which will be emanating from the national ARBC.

It is conceivable that at least \$500,000 will come from the national sale of stamps and medals, these monies to be matched by communities and organizations. The money can be spent for almost every kind of project under the themes of Heritage, Festivals, and Horizons, ranging from historical research through health and environmental improvement.

#### OBJECTIVES

The Commission hopes to match Montana communities and organizations' monies on a 50-50 basis for proposals which will be in conformity with the ARBC stipulations.

It is hoped that federal monies can be supplemented by funds generated from the sale of medals within Montana, for projects which cannot provide their own monies.

The Bicentennial Director will be guided by the Governor's Advisory Council and the Historical Society Board in allocating monies to those petitioning for matching grants.

It is his and their task to fully acquaint all areas of the State with the great potentials of the Bicentennial and properly celebrate the 200th Birthday of the United States of America.

Use of the media will be made, newsletters prepared and direct contact made by the Council and the Historical Society Board and the Director and his staff to accomplish these ends.

#### ACHIEVEMENTS

Projects undertaken during the first year involved \$10,009.59 for the employment of a researcher, Jeff Cunniff, to travel over Montana seeking old photos and obtaining oral interviews from local sources, these to be used by the Historical Society library. The library has greatly gained from these expenditures in adding to its historical files.

The Board of Trustees allocated \$9,200 toward the research and filming of a documentary on the Custer Battle which has its 100th anniversary in 1976. The advertising unit of the Montana Highway Department appropriated a like amount. North Dakota matched the Montana allocations, both states thus cooperating in this film which will be shown on national television.

In May, 1973 the Historical Society Board of Trustees voted to employ Harold G. Stearns as executive director of the Montana Bicentennial. He commenced his work on July 1, 1973.



PROGRAM COST SUMMARY

	<u>FY 1972-73</u>	<u>FY 1971-72</u>	<u>Increase (Decrease)</u>
Administration	\$ 70,358	\$ 69,638	\$ 720
Library	87,448	85,333	2,115
Museum	36,588	43,370	( 6,782) (1)
Magazine	99,634	99,073	561
Merchandise	296,201	246,860	49,341 (2)
Bicentennial Commission	<u>11,045</u>	<u>          </u>	<u>11,045</u> (3)
 Total Programs	<u><u>\$601,274</u></u>	<u><u>\$544,274</u></u>	<u><u>\$ 57,000</u></u>
 Personal Services	\$192,589	\$188,444	\$ 4,145
Operating Expenses	370,639	325,313	45,326
Equipment	<u>38,046</u>	<u>30,517</u>	<u>7,529</u>
 Total by Category	<u><u>\$601,274</u></u>	<u><u>\$544,274</u></u>	<u><u>\$ 57,000</u></u>
 General Fund	\$156,441	\$154,945	\$ 1,496
Earmarked Revenue	34,133	41,701	( 7,568)
Donations FPRA	14,866	1,695	13,171
Revolving Account	322,585	280,923	41,662
Agency Account	<u>73,249</u>	<u>65,010</u>	<u>8,239</u>
 Total Funding	<u><u>\$601,274</u></u>	<u><u>\$544,274</u></u>	<u><u>\$ 57,000</u></u>

(1) Museum Program functioned without the services of a curator for a period of six months.

(2) Merchandise Program developed two new marketing concepts--Rendezvous of Western Art and Russell Silver Plates.

(3) Bicentennial Commission came into existence during July 1972 by means of a Federal Grant from the American Revolution Bicentennial Commission.

